

**GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT**

Tourism Promotion – Outdoor and Branding advertisements at Rajiv Gandhi International Airport by M/s. Laqshya, Media Pvt., Ltd, Mumbai – release of Rs.28,00,000/- (Rupees Twenty Eight Lakhs only) including taxes for the period (from 01-12-2013 to 31-12-2013) – Orders – Issued.

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**YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT**

G.O.Rt.No.57

Dated:17-01-2014

Read the following:

1. From Sri. G.C. Shekhar Rao, Regional Manager – Sales, M/s. Laqshya Media Pvt. Ltd., Hyderabad, Dt: 21-10-2013.
2. Govt.Lr.No.2503/PRO/PMU/2013, of YAT & C (PMU) Department, Dt.07-11-2013.
3. Invoice No.LO/HYD/980/2013-2014, from M/s. Laqshya, Media Pvt., Ltd, Mumbai, Dt.03-01-2014.

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**ORDER:**

In the letter 1<sup>st</sup> read above, Sri. G.C. Shekhar Rao, Regional Manager – Sales, M/s. Laqshya Media Pvt. Ltd., Mumbai, requested for extension of the existing promotional campaign with including a fresh site in the previous campaign i.e., to provide the identified lengthy advt. space near escalator (Domestic arrivals) along with International arrival and other previous places which explained that the brand communication needs to be multi-location and executed through a set of media unites. The impact of multiple sites at different location is quite profound. It affords a connectivity which remains with the passenger bringing about the desired perceptual or behavioral change that the brand communication aims at Rajiv Gandhi International Airport.

2. Accordingly, Government have issued work order in letter 2<sup>nd</sup> read above to take up Airport Medium of promotion at Rajiv Gandhi International Airport for a period of 2 months at the rate of Rs.28,00,000/- per month amounting to Rs.56,00,000/- (Rupees Fifty Six Lakhs only) including taxes for two months from 01-12-2013 to 31-01-2014.

3. In the reference 3<sup>rd</sup> read above, M/s. Laqshya Media Pvt. Ltd., Mumbai, has submitted bill and requested the Government to release of one month payment Rs.28,00,000/- (Rupees Twenty Eight Lakhs only) including taxes from the total amount of Rs.56,00,000/- (Rupees Fifty Six Lakhs only) including taxes for two months from 01-12-2013 to 31-01-2014 (i.e., Rs.28,00,000/- x 2 months) .

4. Government after careful examination of the matter, hereby sanction an amount of Rs.56,00,000/- (Rupees Fifty Six Lakhs only) including taxes for two months from 01-12-2013 to 31-01-2014 and release an amount of Rs.28,00,000/- (Rupees Twenty Eight Lakhs only) for the period of one month (from 01-12-2013 to 31-12-2013), as part payment to M/s. Laqshya, Media Pvt., Ltd, Mumbai for AP Tourism Promotional towards Outdoor and Branding advertisements at Rajiv Gandhi International Airport. Balance amount will be paid in due course.

5. The amount sanctioned at Para 4 above shall be debited to the following Head of Account:

“3452- Tourism-01-Tourist Infrastructure – 102 Tourist Accommodations & other facilities to Tourists – Schemes included in PLAN,GH 11- Normal State Plan - SH (20) PMU Promotion of Tourism / Events – 500 - Other Charges - 503 - Other Expenditure”

(P.T.O)

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6. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C Department shall draw and disburse the amount sanctioned at Para 4 above, in favour of M/s. Laqshya, Media Pvt., Ltd, Mumbai, through on line. The details of Bank account is as follows:-

Account Name	:Laqshya Media Pvt., Ltd
Account No	:004010203161782
Name of the Bank	:Axis BANK Ltd,
RTGS	:UTIB00000004
IFSC Code	
PAN	:AAACL5004C

**(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)**

**CHANDANA KHAN  
SPECIAL CHIEF SECRETARY TO GOVERNMENT**

To  
M/s. Laqshya, Media Pvt., Ltd, Mumbai.  
The Assistant Secretary to Government & D.D.O, YAT & C (PMU) Dept.  
The Deputy Pay & Accounts Officer, A.P. Secretariat, Hyderabad.

**Copy to:**

The YAT & C (PMU - Claims) Department.  
SF/SCs.

**//Forwarded:: By Order//**

**SECTION OFFICER**